

TRUST

- We will maintain honesty, integrity, and the highest ethical standards in everything we do.
- We will be competent, reliable, dependable, fair, and consistent in our actions.
- We will be fair, courteous, approachable, and accessible in serving our citizens, businesses, and visitors.

QUALITY

- We will strive for excellence, professionalism, and pride in our work.
- We will provide the best quality public services and programs to our citizens, businesses, and visitors.
- We will expect quality in work, products, and service from employees, vendors, and contractors.

INNOVATION

- We will support innovative ideas and reasonable risk-taking in program development and service delivery.
- We will strive to recognize and take advantage of all opportunities that benefit our community and organization.
- We will encourage creative thinking in fiscal management to achieve cost savings and identify new revenue sources.
- We will accept that innovators have their fair share of failures, and we will understand that our failures lead to valuable learning, professional growth, and greater competency.

INDIVIDUALISM

- We will respect individuals, value their uniqueness, and be sensitive to their needs.
- We will embrace the rich diversity of our workforce, citizenry, and visitors and will seek to create an organization that reflects the diversity of our community, state, and country.
- We will treat all people with fairness, dignity, and respect in the provision of municipal services and programs.
- We will seek ideas and participation from individuals from all levels of our organization and from the community at large in our continuous improvement efforts and in our decision making.
- We will encourage individual initiative and acceptance of responsibility.

TEAMWORK

- We will recognize that no one person can accomplish the community's mission alone.
- We will value teamwork and understand that our own actions reflect on the rest of the team.
- We will work cooperatively to accomplish our mission and goals.
- We will promote open, honest, and unfettered communication whenever possible so that we understand our own and each others' roles and impact on our organization and our community.

EFFECTIVE SERVICE

- We will strive for timely, efficient, and effective public service.
- We will be trendsetters and leaders in municipal government and services.
- We will conduct sound and prudent financial management.
- We will take pride in conserving public resources.
- We will cooperate with other public and private entities in the conduct of our work without sacrificing the best interests of our community.

FUTURE ORIENTATION

- We will make decisions that endure the test of time.
- We will control our own destiny.
- We will promote our community's financial security and independence for the long term.
- We will work tirelessly in the pursuit of our organization and community vision.
- We will create and sustain a place that ALL people and businesses are proud to call HOME.